

**DAY OF GIVING +
LOUIE KART
VIDEO GAME**



ABOUT DAY OF GIVING

- Day of Giving is a university-wide day of generosity supporting funds across GVSU.
 - March 20, 2025
 - Our second annual Day of Giving at GVSU
- To add an extra layer of excitement, we developed the Louie Kart game.
 - A web-based racing game where players could race to win real challenge dollars for their favorite fund.

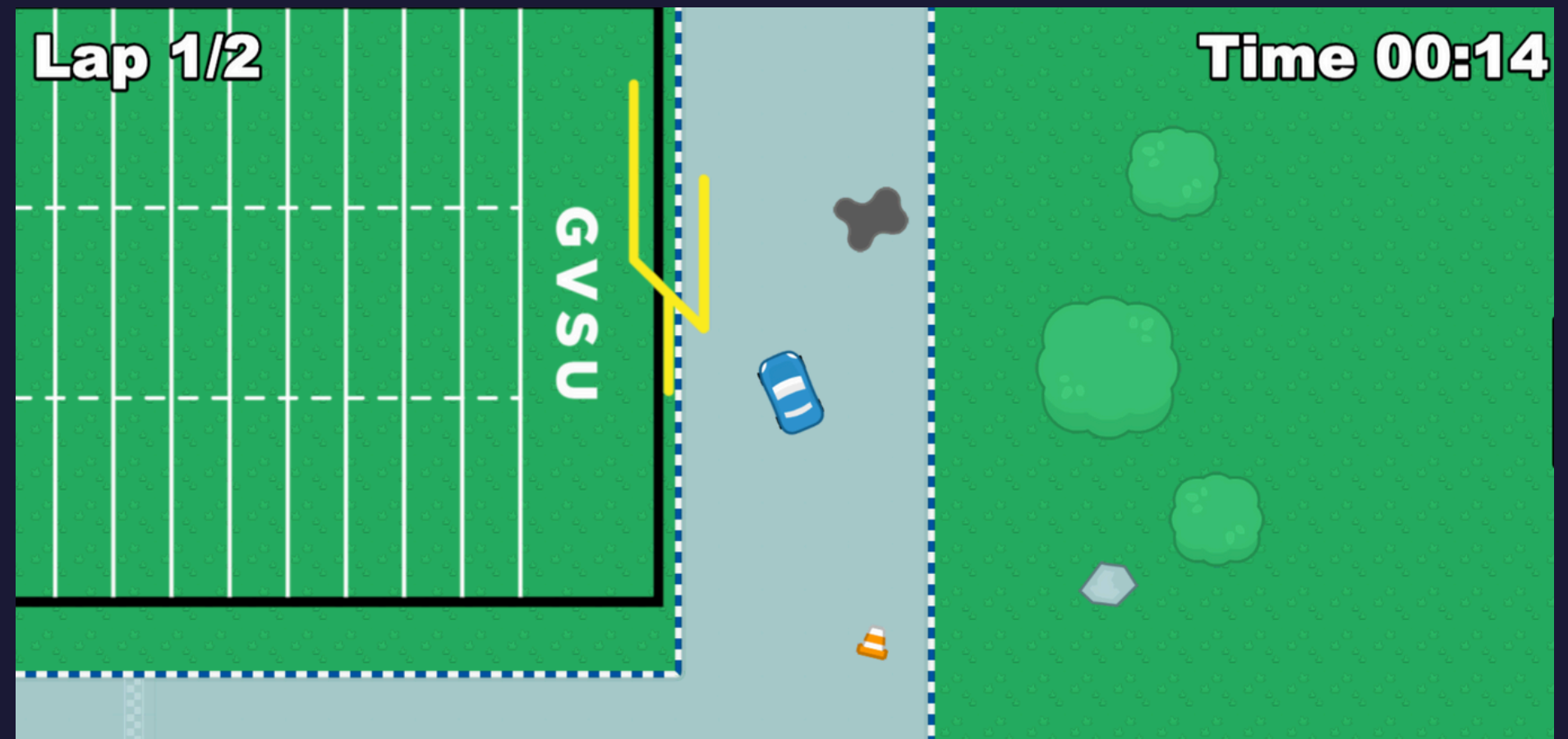


ABOUT LOUIE KART

- Overview:
 - Louie Kart added a competitive and fun way for participants to play for their favorite fund.
 - Developed in collaboration with the GVSU Web Team.
 - We do not typically solicit students for gifts, so this was a great way for them to participate in giving back without having to reach in their wallets.
- Gameplay:
 - 3 laps, showing various area on campus familiar to our community.
 - Tracks: Football field, student center, and living center areas.

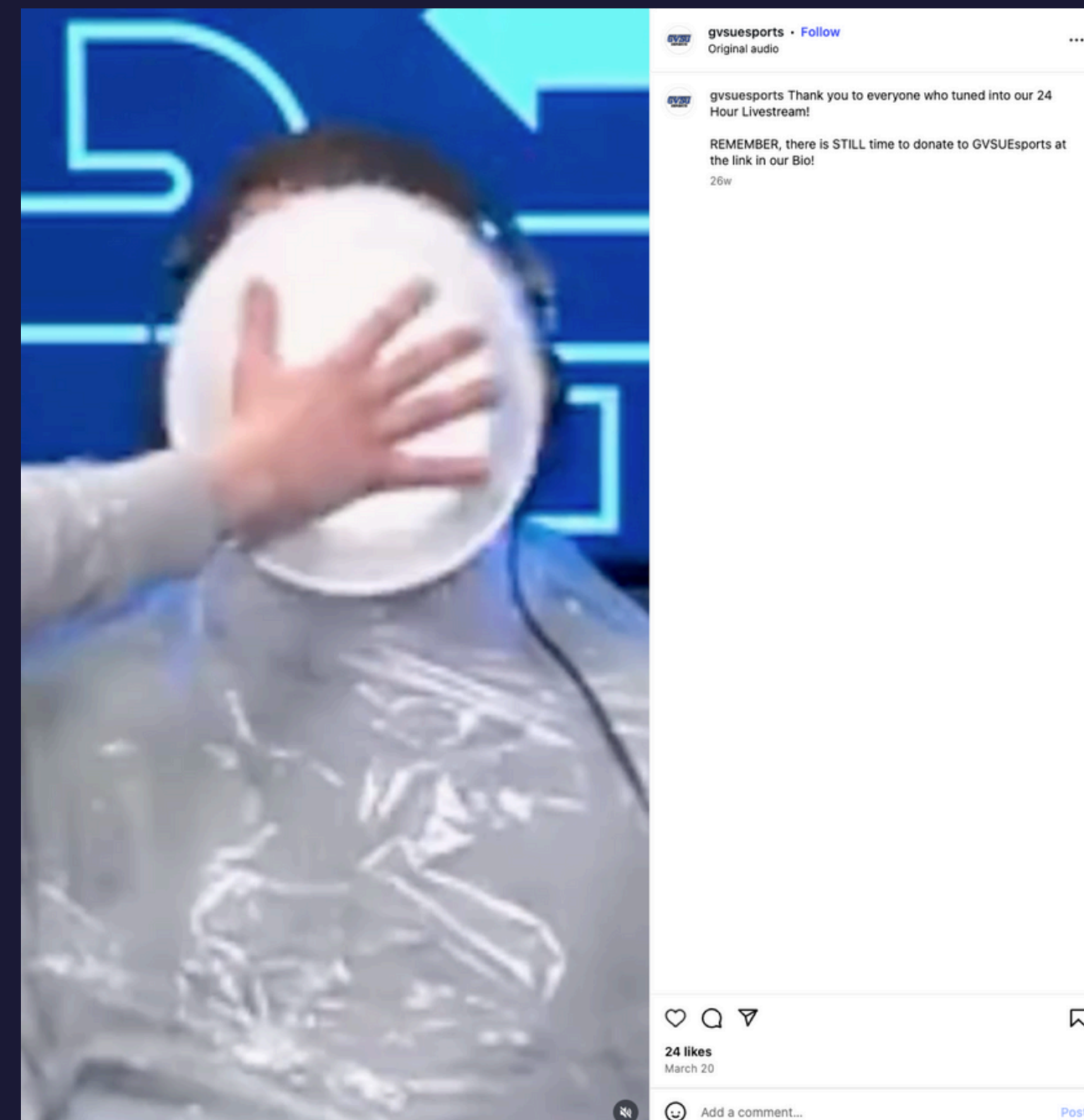
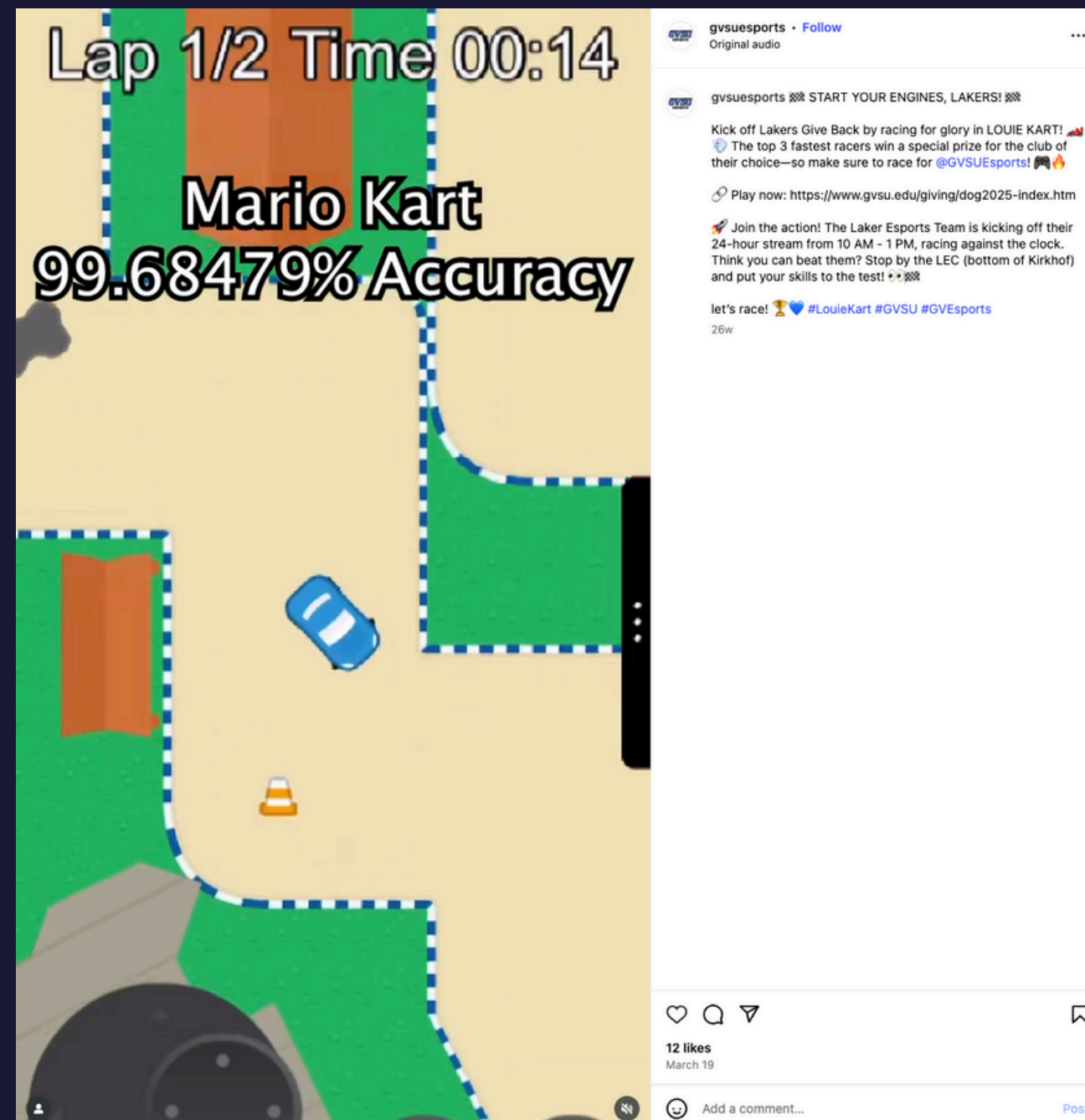


gvsu.edu/giving/louiekart



COLLABORATION WITH STUDENT ORGANIZATIONS

The GVSU Esports team hosted 24-hour livestream, where they played Louie Kart. The event drew participation from over 100 students and engaging digital supporters across campus.



ENHANCING GIVING DAY SPIRIT

We brought the game to our on-campus events for the community to play during Day of Giving, and shared it widely via email and social media.



PLAY STATS AND WINNERS

- Total races started: 8,080
- Total races completed: 2,307
- Unique funds raced for: 183
- Most raced for fund: Rowing club (386 races)
- Top overall race time: 35 sec 697 ms



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